MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2 SESSION 2015 / 2016

BEN 2074 – ENTREPRENEURSHIP

(All Sections / Groups)

9 March 2016
2.30 p.m. to 4.30 p.m.
TWO (2) HOURS

INSTRUCTIONS TO STUDENTS

1. This question paper consist of **THREE (3)** pages including cover page
2. There are **TWO (2)** sections in this paper
3. Section A – Answer **ALL** questions.
4. Section B – Answer **ALL** questions.
5. **ALL** answers should be written in the answer sheets provided.

Section A – Short Cases

Answer **ALL** questions. Your answers should include elements such as identification of problems, solutions and recommendations for each case.

Question 1

Greg Mathews has completed his business plan for a ski resort and is ready to put his plan into action. He has been working alone for the past three months to put his venture in place. He needs to start hiring employees for his resort in order to build his management and key employee team. Evidence shows that hiring good employees today is not an easy task. Since you have been in the Entrepreneurial class, he came to seek advice from you on the primary elements of a good team. Assist him.

(20 Marks)

Question 2

Brenda White has been running a beauty parlor for the last three years. Her beauty parlor has many VIP patrons and is well-known within her neighborhood. Throughout the three years, she has been sustaining her parlor by herself without any financial assistance. However, due to the recent economic downturn, she is finding difficult to sustain her venture alone and is seeking a funder who is willing to share equity with her. Advise her on the types of funding available for her venture.

(20 Marks)

Question 3

You have completed a three day workshop on intellectual property law. On your way back home, you bumped into your ex-colleague and you mentioned to her that you have just completed an IP workshop. She is very interested as she is looking to know more about protection under the trademark law. She is planning to register the design, logo, name and number for her laundry shop. How should she do this?

(20 Marks)

Continued....

Section B – Essay

Answer **ALL** questions. You are encouraged to include detailed explanation, personal opinions and examples to illustrate your answers.

Question 4

Discuss **FIVE (5)** reasons for new product failure. Explain **FOUR (4)** product related strategies that can be adopted by an entrepreneurial organization

(20 Marks)

Question 5

Elaborate **FIVE (5)** reasons for organizational growth. Describe **FIVE (5)** warning signs that a business is growing too fast.

(20 Marks)

End of Page